

GO BREWING ★ EST. 2023

COLD STANDARD

American Lite Brew

CRISP ★ CLASSIC ★ EASY |



45 CALORIES

CLASSIC AT THE CORE..

Making drinking fun again

Classic American Lite Brew with a modern sense of humor: classic at the core, laid-back in attitude, dry/simple/understated, and open to occasional weird surprises.

CLASSIC

LAID-BACK

UNDERSTATED

WEIRD SURPRISES

CLASSIC PACKAGING

The standard 12-pack and can are the core brand identity. Crisp, classic, easy, 45 calories, and legible from three feet away.

12 OZ ★ 12-PACK ★ 45 CALORIES



CAMPAIGNS

EVERGREEN

THIS GUY.



The evergreen story of th everyman.

PROMOTIONAL

THE MAGICAL CAN.

FIND IT ★ SCAN IT ★ WIN IT

The craziest sweepstakes ever. Find it, scan it, win something wild.

ADMIT ONE

05 ★ LAUNCH CAMPAIGN

THIS GUY



SOMEBODY HAS TO WATCH.

Cold Standard represents the normal person's point of view in a world that keeps getting more extreme. Dan is the exaggeration. Lindy is the audience.

DAN

Climbs the Ferris wheel.

Runs on a cement truck.

Does something objectively impressive.

LINDY

Eats funnel cake.

Sits under an umbrella with a beer.

Gives him credit... and has absolutely no interest in joining him.

Good for them.



DAN CHURCHILL, CHEF & ATHLETE & LINDY, NORMAL DUDE WHO KEEPS SEEING DAN DO CRAZY THINGS, YET DAN NEVER SEES LINDY.

THE MAGICAL CAN.

THE CRAZIEST SWEEPSTAKES EVER.

Everyone has a chance to get a can of Cold Standard with prizes; the cans will have QR codes on them. Each can provide a “unique” opportunity.

10

WEIRD CANS IN
DISTRIBUTION

10

RIDICULOUS PRIZES

1-100

CANS WITH A QR CODE

FIND IT ★ SCAN IT ★ WIN IT

SPRING



DRINK LIKE A LEGEND.

Floor display and case stacker, one headline that reads across the aisle. Shelf talkers point at the magical cans.

SHELF TALKER

FIND THE MAGICAL CAN. SCAN IT. WIN IT.

FLOOR DISPLAY ★ CASE STACKER ★
SHELF TALKER

★ MAGICAL CANS IN
DISTRIBUTION



LAUNCH EMAIL

SUBJECT: PRETTY INCREDIBLE.

Preheader: Somebody had to drive them there.

SAME COPY RUNS AS SMS, PAID SOCIAL, DISPLAY AND INSTACART

EST. 2023

Go BREWING

BEER | VARIETY PACKS | OUR STORY | FIND US



PRETTY INCREDIBLE.

SOMEBODY HAD TO DRIVE THEM THERE.

[FIND COLD STANDARD](#)

We all know someone who picks up everyone else's good decisions. The one driving, staying up, and being the big effort. But while you're the go-to wingman, the choice you make doesn't have to be the one that leaves you behind.

This one's for them.



★

45

45 CALORIES
Full flavor. Fewer calories.

🍷

NON-ALCOHOLIC
All the good times, none of the compromise.

★

AMERICAN LITE BREW
Cold Standard is a classic American Lite Brew.

🌊

EASY DRINKING
Crisp, classic, and easy to enjoy anywhere.

[SHOP COLD STANDARD](#)

STOCK UP FOR THE GOOD TIMES.

★

Grab a 12-pack and always have the right call on hand.

[SHOP 12-PACK](#)



FIND NEAR YOU

NON-ALCOHOLIC

AMERICAN LITE BREW

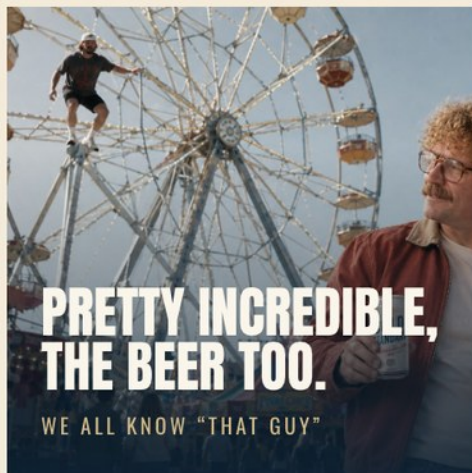
GO BREWING

FOLLOW US

Go Brewing Company | 1401 W. Gregory Ave, Norwalk, IA 50211
[Unsubscribe](#) | [Manage Preferences](#)

10 ★ THE ADS

PAID SOCIAL 1:1



STORY 9:16



DISPLAY 970 × 250



**BREWED TO CRUSH LIKE
YOUR FAV OLD LAGER.**

[FIND IT](#)

ALSO RUNS ON
INSTACART

NON-0-INFLUENCERS.

NOT NANO. BUT NOT NOTHING.

People who would like to post but would rather live life. They have an impact on real life despite their lack of posting on Facebook. The goal is for them to share it with friends and neighbors and get a free 6-pack on us.

5k

FOLLOWERS OR FEWER

No

MEDIA KIT REQUIRED

6-pack

ON US, FOR SHARING IT WITH FRIENDS
AND NEIGHBORS

HOW WE ATTACK IT.

TRADE

BREWBOUND
BEER BUSINESS DAILY
CRAFT BREWING BUSINESS

THE ANGLE

A non-alc brewer launching a full-strength lite lager, and where it lands on shelf.

AD & MARKETING

AD AGE
ADWEEK
MARKETING BREW

THE ANGLE

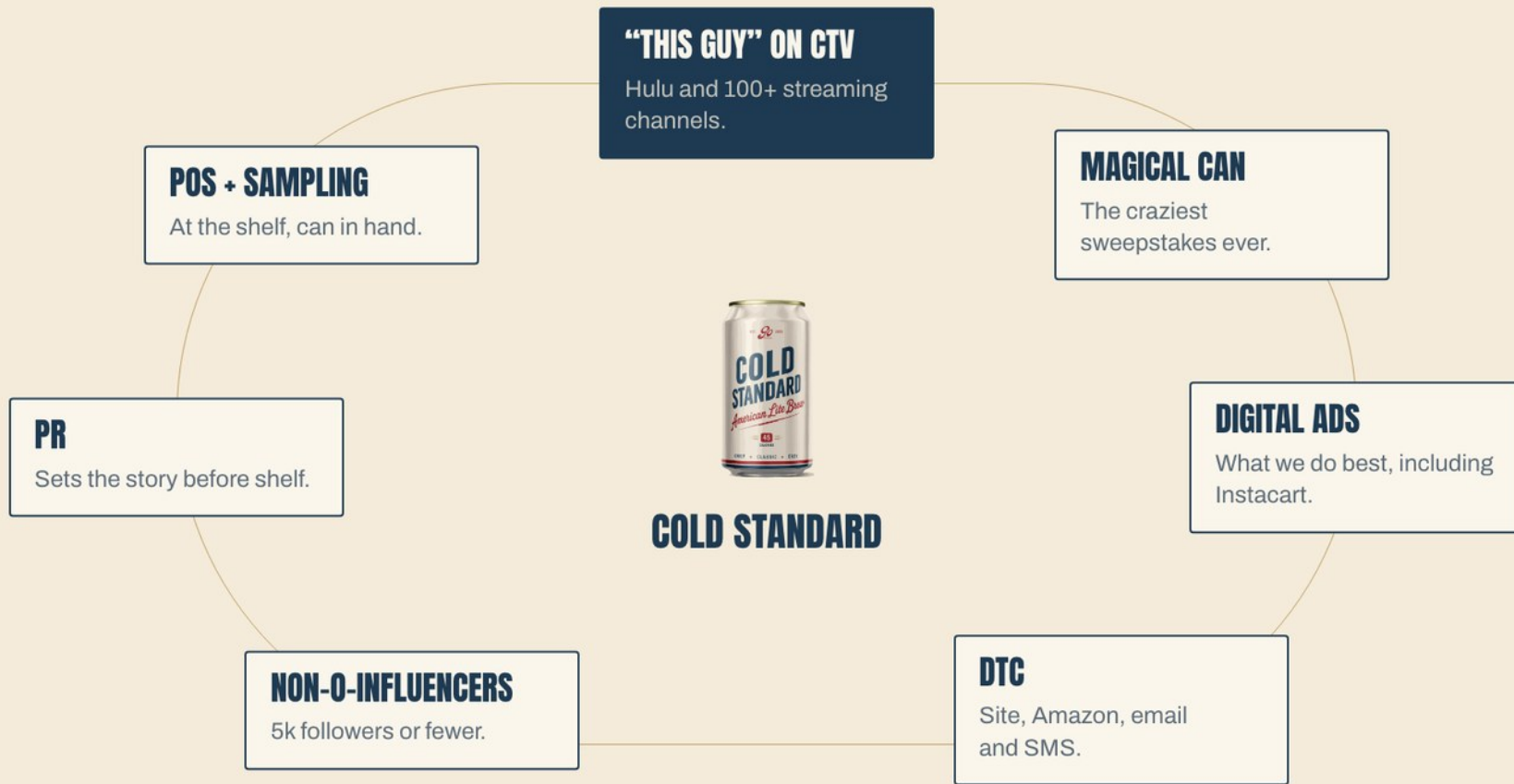
The campaign story. An everyman brand that never says everyman, and the character work behind it.

CONSUMER & LIFESTYLE

FOOD & WINE
MEN'S HEALTH
THRILLIST

THE ANGLE

Dan and Lindy, the magical cans, and 45 calories.



14 ★ LAUNCH TIMELINE

TIMELINE.



American Lite Brew

ENJOY RESPONSIBLY. 21+.